

Defining service innovation for an Indian five star business hotel from a business traveler perspective

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The development of the hotel industry has been linked with the international and domestic tourism and travel sector in general. The economic growth of the '90s and the accelerated globalization of the world economy significantly increased business and leisure travel. The hotel industry in India has tremendous potential in the future because of increasing trends in the tourism industry and government promoting the "Incredible India" campaign and other tourism promotion measures. The hospitality industry's main concern around the globe is to cater to its customer needs and their desires, which are mostly addressed through personalized services. Therefore, the service providers in the hospitality sector are looking at measuring the effectiveness of their service and creating a guide for their service innovation strategies. Business travelers make up about half or more of all hotel guests in the World. Survey of Business Travelers, stated that 85 percent of business tourists stay overnight while on trips. It is also known that business travelers also become leisure traveler after the workday is over. Therefore as a group, business travelers are becoming more and more demanding and expect to be able do business anywhere, anytime and at the speed of internet

Research Objective

1. Determining the service innovations in needs of Business Class Guests
2. Determining the Service Quality dimensions in Indian Business hotels.

Research Methodology

Primary Data:

This study will investigate the issue for business travelers by asking the respondents to state their expectations in an open question format instead of rating the importance of attributes directly.

Secondary Data:

A literature review identifies the relevant attributes used for measuring service quality, which then was utilized to design a questionnaire, distributed to customers in hotel Crown Plaza in Rohini, Delhi, a five star Business Hotel. The primary data obtained through questionnaire has been compared with the findings of other researchers. Primarily, the goal of this paper is to analyze the operational challenges linked with business hotels and to determine how business hotels can maintain consistent/standard level of service without compromising their unique service mission. Moreover, another operational challenges faced by business hotels is in terms of being creative to provide unique services for their target market. In this study a new methodology has been proposed to prioritize Service Process Design Characteristics (SPDCs) based on customer requirements. For this propose, the literature has been reviewed and classified, considering their contribution to different parts of methodology. Two comprehensive sets of customer requirements and SPDCs have been developed, which in turn supported the House of Quality (HoQ) analysis. The outcomes imply that the new methodology has the capability to be specialized for particular hotels, such as five Star Business Hotels from the inbound business customers' perspective.

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